

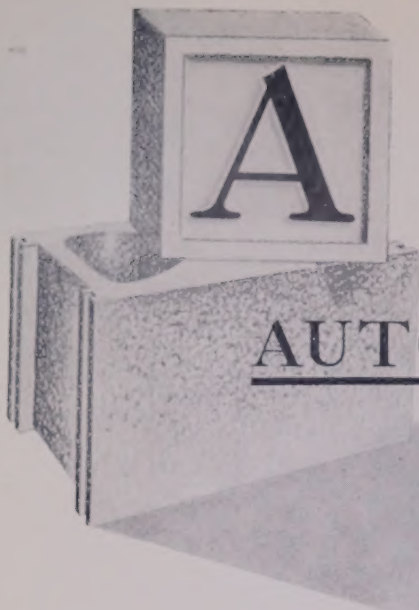


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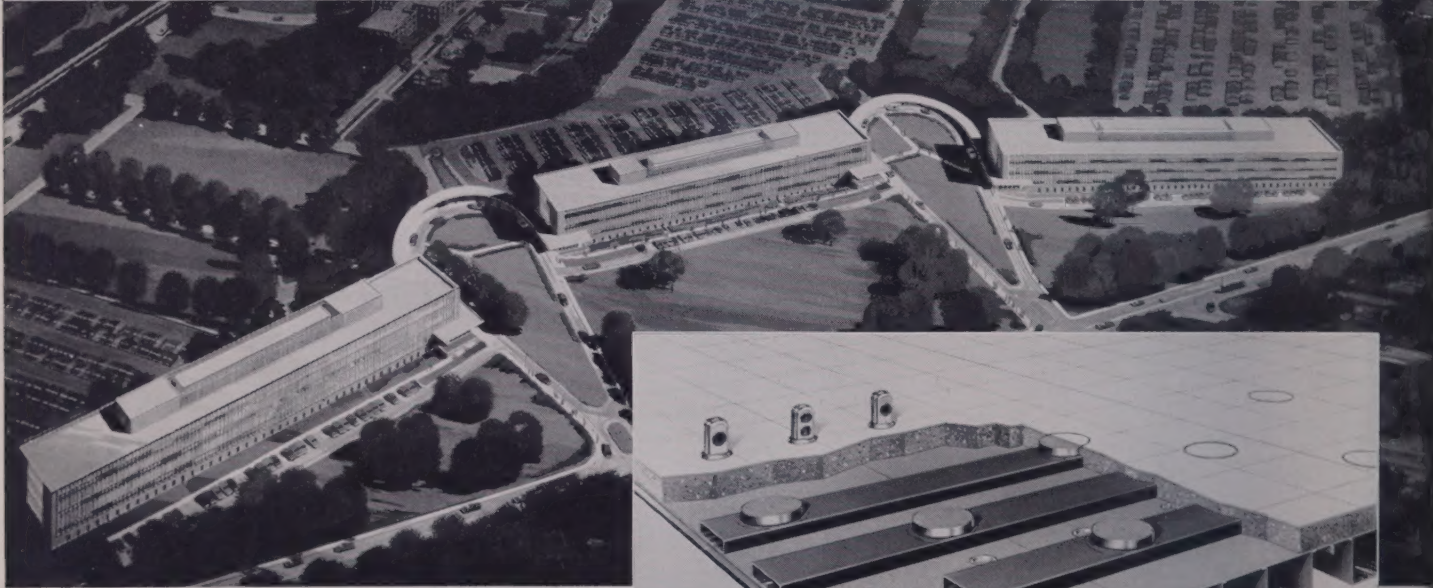


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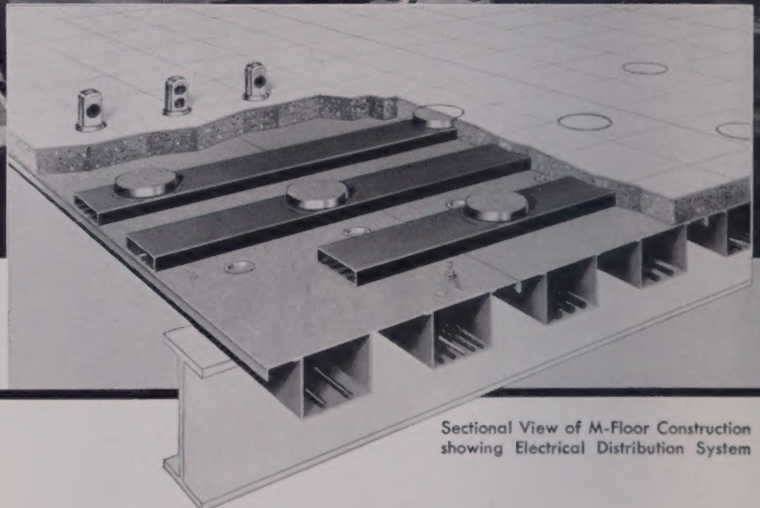
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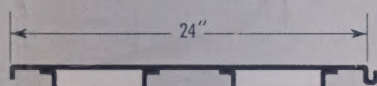
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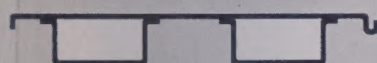
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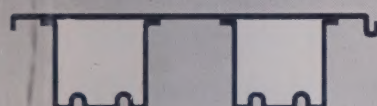
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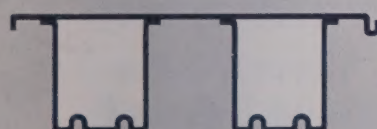
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Free Sketches

Recently a school board in the Detroit Chapter area wrote as follows:

"This initial letter is being directed to 8 architects from whose return correspondence and information the Board of Education will select a more limited number for interviews and review of recent projects . . .

"The Board is interested in the following information from architects at this time:

"1. Would you sign a contract with the Board offering consultant service in the formation of a bond issue and campaign with the provision that if the bond issue fails, the school district incurs no financial obligation to the architect? If your answer is affirmative to number one, above . . ."

The letter then contains five other questions.

About the same time, a similar letter was sent to architects by a city in the Detroit Chapter area, as follows:

"The . . . Commission and Mayor have agreed that a . . . in . . . is desirable. They invite you to submit sketches and proposed floor plans for such a . . . based on the enclosed building program . . .

"If you are interested, will you submit your plans and sketches to the . . . Commission through the City Clerk. They should have no identifying marks on them other than a letter and a two-digit number, e.g., Z42. These identifying marks should be placed on a sealed envelope containing the name

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Coming Issues

FEBRUARY — Frederick E. Wigen & Associates

MARCH — 45th Annual M.S.A. Convention

APRIL — Jahr - Anderson - Machida Associates

MAY — Magnuson & Sumner

JUNE — Annual M.S.A. Roster (Alphabetical)

JULY — Mackenzie, Knuth & Klein, Architects, Inc.

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NOVEMBER — Public Officials

DECEMBER — Annual M. S. A. Roster (Geographical)

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Monthly Bulletin, Michigan Society of Architects, Volume 33, No. 1

including National Architect

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of your firm which you will also give the City Clerk . . ."

In both instances, many architects replied, declining to enter such unauthorized competitions and pointing out why they could not ethically do so. The A.I.A., Detroit Chapter headquarters received copies of such letters, as well as telephone calls, with the result that we believe, in both cases, the boards have changed their proposed methods of selecting architects. The City Commission called the Chapter office, stating they had concluded their proposed method must be wrong, and asking what method should be used.

The answer, of course, was that an architect should be selected on the same basis as one would select a doctor, lawyer, dentist or any other professional person. We furnished the boards information on the subject, a copy of the Standard Questionnaire for the Selection of Architects, and the Mandatory Standards of Professional Practice. On the latter was marked Mandatory Standard No. 2—"An Architect shall not render professional service without compensation."

We are glad to say that we believe this settled the matter, and it is gratifying to know that such instances are becoming fewer as boards are more informed and architects realize that to accede to such requests would only be hurting themselves and lowering the standards of their profession.

Letters

BULLETIN:

A note of thanks to you for publishing the wage scales, etc., in the September issue of the Monthly Bulletin. We appreciate the information such a survey furnishes and commend you for making such information available.—WILLIAM D. BLACK, Kenneth C. Black Associates, Lansing.

BULLETIN:

Thank you very much for sending me, as a member of the West Virginia State Board of Architects, the November, 1958 issue of your Monthly Bulletin of the Michigan Society of Architects. The buildings illustrated in it are most interesting, and the magazine is beautifully done.

All of this, however, would be expected from such an outstanding organization as your Michigan Society of Architects.—ALEX B. MAHOOD, A.I.A., Bluefield, W. Va.

BULLETIN:

I have received the November Bulletin which you sent me as a member of the Florida State Board of Architects.

Please accept my thanks, and I trust that you will convey my feelings to the NCARB Board of Trustees for their thoughtfulness and interest.

I shall be glad to submit material for publication which I consider of interest to members of other boards. At some later date, I shall send a photograph, biographical sketch, etc. as you requested.—RICHARD BOONE ROGERS, A.I.A., Orlando, Fla.

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In the first place them plans you give us wasnt too good and you must have knowed it all the time because somebody in your office had to write a whole damn book to try to tell what should have been put in the plans in the first place, and this guy that wrote the book wasn't any better than the boy that wrote the plans. In the first place this book was chuck full of stuff about a lot of dam junk probably some relitive of his was sellin. There werent anything in the book about the stuff we need anyway. Then in the front of this book was a bunch of stuff that looked like some loyer had stuck in there cause it was in

real little print and looked like it was there to jip us.

Besides all that, the man we sent up there to take care of our truck and see that the bildin got bilt said the man you sent up here slowed him down a lot and made him pour truck after truck load of cement in big holes under the bildin and that didnt help none and cost a hell of a lot more money than we aimed to spend.

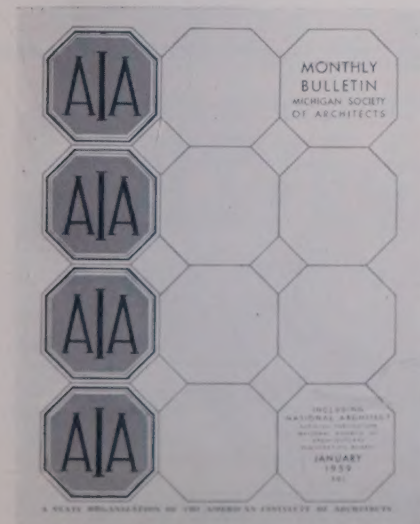
All this stuff caused so much trouble that our man started to drinking and carry on sum and when I got there to see about it it egrefretd me so bad I had to go on a months drunk myself and you ought to be smart enuf to know you cant get bildens bilt wen you got to be drunk all the time.

If you guys had any cents all you had to do was tell us what kine of a bilden you wanted and how big and where to put it and we would have got it bilt in a month or so and then this wouldeen have come up and we could all made a wad of dough.

If this aint enuf to get the damages stopped let us know and we could start tellen some of the nasty stuff about mistakes in the plans which aint in accord with or ethics but we don't intend to let that stop us if it looks like it will cost us any money.

BY THE CONTRACTOR HISSELF.

THE COVER: Designed by Manson-Carver Associates, Lansing, Michigan, whose work is featured in this issue.



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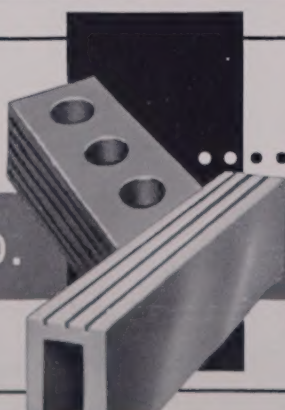
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Architectural Registration

As architectural registration has become an accomplished fact in all of our states, the District of Columbia, Hawaii, Puerto Rico and the Canal Zone, it is perhaps largely taken for granted, particularly by younger architects.

However, to oldsters among us, there is recollection when conditions were not so simple. In fact, there may still be among us some who look upon architectural registration as needless restriction. Some early presidents of the National Council of Architectural Registration Boards recall that this opposition represented a substantial segment of the profession. Some such opponents said they would not lower themselves by submitting to any kind of examination, oral or otherwise.

For this reason, it is probably a true statement to say that at first The American Institute of Architects was not enthusiastic about architectural registration.

And, incidentally, it might be added that The Institute, until comparatively recent years, was not so enthusiastic about increasing its membership. We believe also that it is correct to state that during those earlier years The Institute was controlled by an older group of architects who felt that membership should be an honorary position.

ment that one had "arrived" in his profession.

However, all this was changed when state societies showed their strength in no uncertain way. As a result, The A.I.A. brought into its fold such societies as State Association Members, with a director representing them on the Board. By payment of nominal dues, state associations could be affiliates and thus The A.I.A., at least indirectly, represented members of state societies as well as its own corporate members.

This undoubtedly prevented the establishment of another national organization of architects. In more recent years, The Institute has attained the goal of having as members a majority of architects of the U.S. Thus has been greatly minimized the possibility of more than one national organization, though there has been, and there are now attempts to form others.

But, to get back to registration: In England and in Canada architectural registration is national and the same with membership in the architectural organizations. There can be no national registration in our country because this would be contrary to state rights.

N.C.A.R.B. has rendered a valuable service in registering architects, particularly that by reciprocity. However, there is still much to be done in the field. There are certain requirements in the various states that must be followed. The requirement of experience before being written examinations varies from a minimum of one year to a maximum of acceptable schooling. Then the laws



JOE E. SMAY, A.I.A., Executive Director of NCARB, is now in the Council's new offices, 418 Commerce Bldg., Oklahoma City 2, Oklahoma.

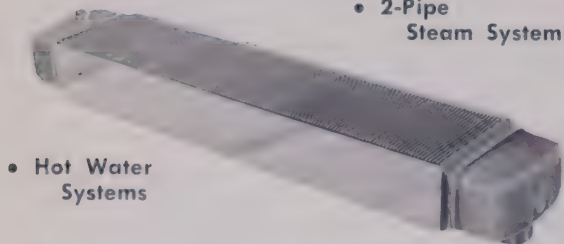
must only be so related to other states where requirements and examinations are not lower than those of the state where reciprocity is granted. A reciprocity law that is complying with the letter of the law is not necessarily the best. It is the quality of the written examination of an applicant that requires the examination. Even though the applicant has adequately completed some course that the required experience, but in order to have the full measure of a rather a better method of determining whether or not the applicant is qualified.

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gestions Regarding Inquiries to Profes-
sional Societies**

The purpose of inquiries sent out by the National Council of Architectural Registration Boards with reference to applicants for reciprocal transfer of registration credit from one state to another is to establish professional standing in the community where the applicant lives and practices his profession. It is intended to accomplish two main purposes: First, to make up a good record which can be tangibly presented, and second, to prevent practitioners who have dissipated their standing in their home communities from going to other communities and imposing on them.

Architectural societies and individuals should recognize that it is of the utmost importance to the profession that real competency shall be promoted and incompetency and dishonesty discouraged.

Standing in a profession is rated by the way in which a man is regarded by his professional compeers. High regard may be evidenced by direct testimony, by election to important posts, by honors conferred, or by election to membership in professional societies. Unfavorable regard may be evidenced by expulsion from societies, refusal to elect to societies, honors denied, or by direct testimony.

Professional contacts are necessary to well-rounded professional equipment. The man who neglects or refuses to identify himself with the established societies of his profession is open to the imputation of being afraid to meet his equals on common ground. Such men are very likely to be behind the times in knowledge of current practice. The same imputation applies if they do not follow with care the material presented by the professional press.

In answering inquiries, the secretary of a society can help State registration boards to estimate an architect's standing by making one or more of the following statements:

- (1) A statement that the person referred to is or is not a member of the society in good standing;
- (2) An enumeration of any offices which he may have held in that society;
- (3) A statement as to his efficiency and faithfulness in committee work;
- (4) Reference to any contributions to the professional press; and
- (5) A statement of any professional honors won.

Firms Split

YAMASAKI, LEINWEBER & ASSOCIATES, of Birmingham, Mich., has been dissolved. A formal announcement will be made in the near future.

CHARLES LUCKMAN, A.I.A. has acquired the interest of William L. Pereira, F.A.I.A. in the Los Angeles firm of Pereira & Luckman and henceforth each will practice separately.

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Also, chapters are being formed in Tampa and St. Petersburg in Florida and Denver, Col.

Thomas S. Holden

Thomas Steele Holden, 72, Vice Chairman of the Board of F. W. Dodge Corporation, of New York, died suddenly of a heart attack at the Engineers Club in New York City on November 3.

Mr. Holden, who graduated from the University of Texas and Massachusetts Institute of Technology, had practiced architecture in Boston and Akron, Ohio. He joined the Dodge organization in 1919, was President, 1941-53, and Vice Chairman of the Board since then.

Tom Holden was one of the best friends the architects ever had, and his entertainment at conventions of the American Institute of Architects had become happy events looked forward to by many.

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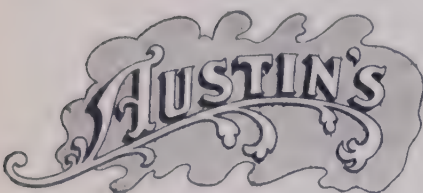
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Western
Michigan
Chapter

Western Michigan Chapter, A.I.A., held its December 15th meeting at Inman's Restaurant, Galesburg. Cocktails preceded the dinner hour. Attendance was light due to adverse weather conditions.

Speaker of the evening, Hugh W. Brenneman, M.S.A. Public Relations Counsel, told the members of the importance of a strong organization.

"Architects can't afford to be divided," he said.

"You must be an association with a strong voice to express your sentiments and opinions. The business world is forcing you into a position where you must protect the birthright of the profession.

"While you are rugged individualists, you would be lost without the support of the entire membership of the A.I.A. There is strength in unity and you must support the programs that are designed to benefit the entire membership. Sustaining Membership is such a program and deserves your support.

"It is very difficult to define public relations. However there is a key to follow. Three steps epitomize a good program:

- **Members**—The governing board and planning committees should give every attention to strengthen the relationship of the members. There should be careful planning and close communication with the association in all Society affairs, the best information obtainable to assist the architect in a better understanding of his problems.
- **Public**—This is the most popular of the three steps, and although it is important to reach the public through the press, radio and TV, the best source is through personal association with the client. A satisfied client is your best advertisement.
- **Government**—This aspect of public relations is extremely important. De-

veloping a mutual understanding of the problems involved between the legislators and the architects must be given much consideration. It is difficult to change laws without a strong program. This is where an individual needs the support of the entire profession. There are 50 to 60 present bills that affect architects. There are around 1,000 bills introduced each year. Most people do not know how to read a bill. This is one of the duties of a public relations counsel.

Professional men do not concentrate on these bills that are introduced and many times they are passed and may not be in the interest of the public.

The business man is very conscious of this legislation and many business monopolies have been formed because of the lack of interest shown by the professional man.

I would recommend that you form a class to learn how to read these bills for your own protection.

Legislators meet every year in January. The time is right for you to make plans to become better acquainted with them.

"Your fee schedule is a good example of the action that can be taken with a good program, properly presented. The new fee schedule will mean more money and encourage conformity. There are still problems in this respect to work out; however, this is a good business.

"The Michigan Association of the Professions has been formed to assist you and the profession. It will strive to give the professional man equality with the business man in representation to the government and public opinion.

"A good example of this can be explained by a recent survey taken by the government concerned in enlisting more income tax. They interviewed business men, union leaders and farmers and ignored the professional man because 'he has no power.'

"MAP is going to tell the government and the public what a professional man is, and keep the story before them. It will find the gifted student prior to graduation and encourage him to follow a profession before he becomes interested in the propositions of the business world.

"Group investment services will be explored and initiated along with group term life insurance.



HUGH W. BRENNEMAN

A personnel service will be available to assist members and many more. We will be interested in you and will want your ideas. Your ideas must have unity with the MSA and the MSA must have unity with MAP.

RICHARD FRANK, a Detroit newly appointed President, September 22, 1954, was elected President of the Western Michigan Chapter. His scheduled January 22nd meeting will be held in Lansing. The speaker will be a representative of the Professional Council, Michigan Chapter.

Mr. Frank gave the following program for 1954:

February 16th—at Grand Rapids
Subject: Millwork & Plastic Surface Coating

March—at Detroit
MSA 45th Annual Convention

April—at Ann Arbor

A Chapter meeting will be held in conjunction with the Great Lakes Regional Conference

May 18th—Lansing—
Warren Holmes Open House

June—Annual Summer Outing

August—Mackinac Island
Summer Conference

September 21—at Battle Creek
Honor Awards

October 19th—at Grand Rapids
Annual Meeting and Election

November 16th—at Lansing
Ladies' Nite

December 14th—at Kalamazoo
Program to be announced



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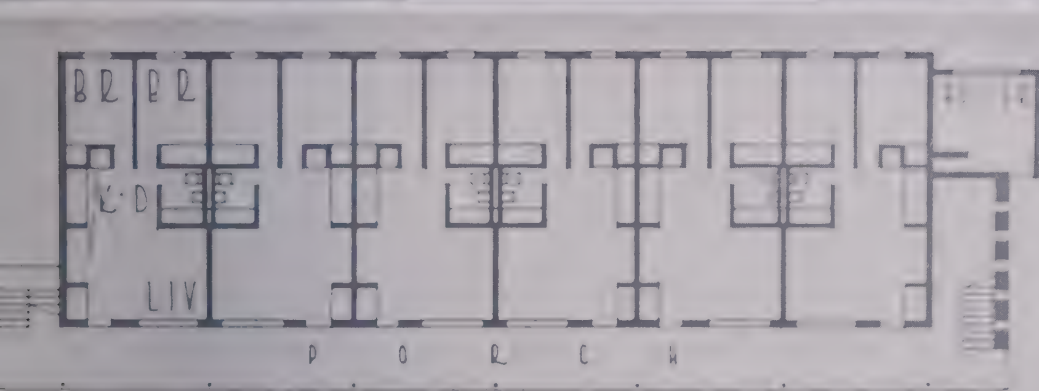
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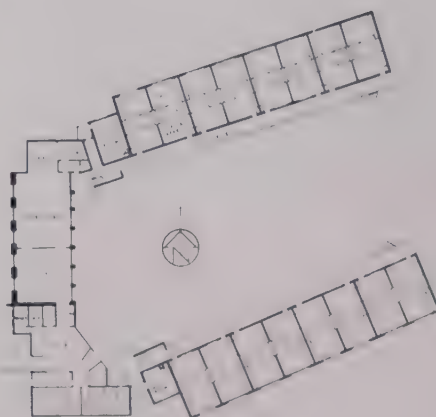


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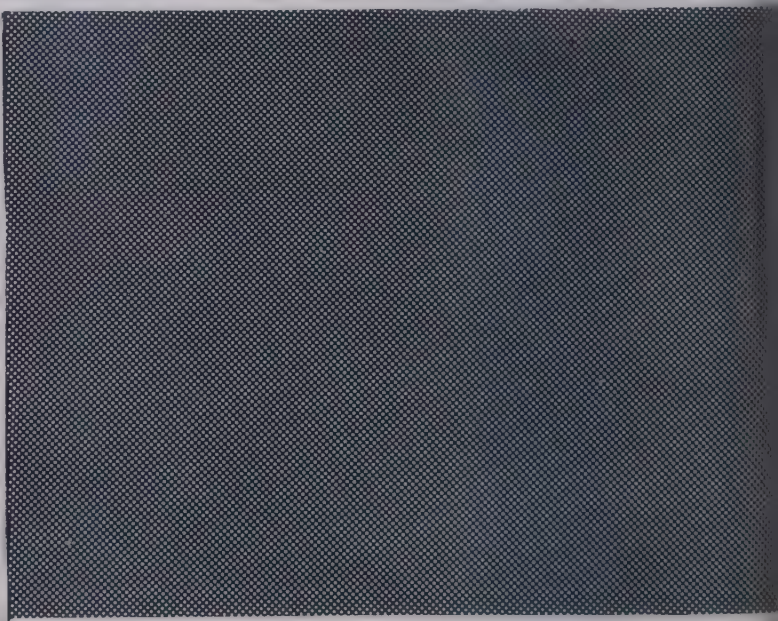
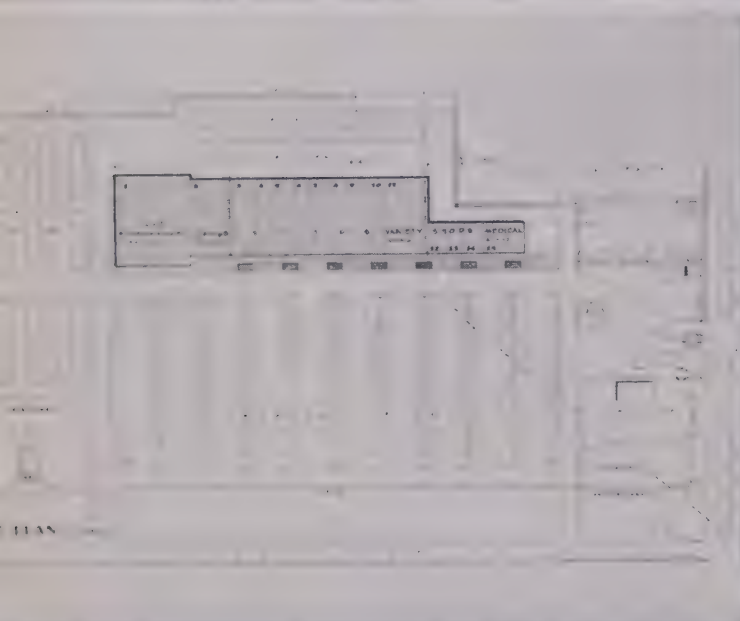
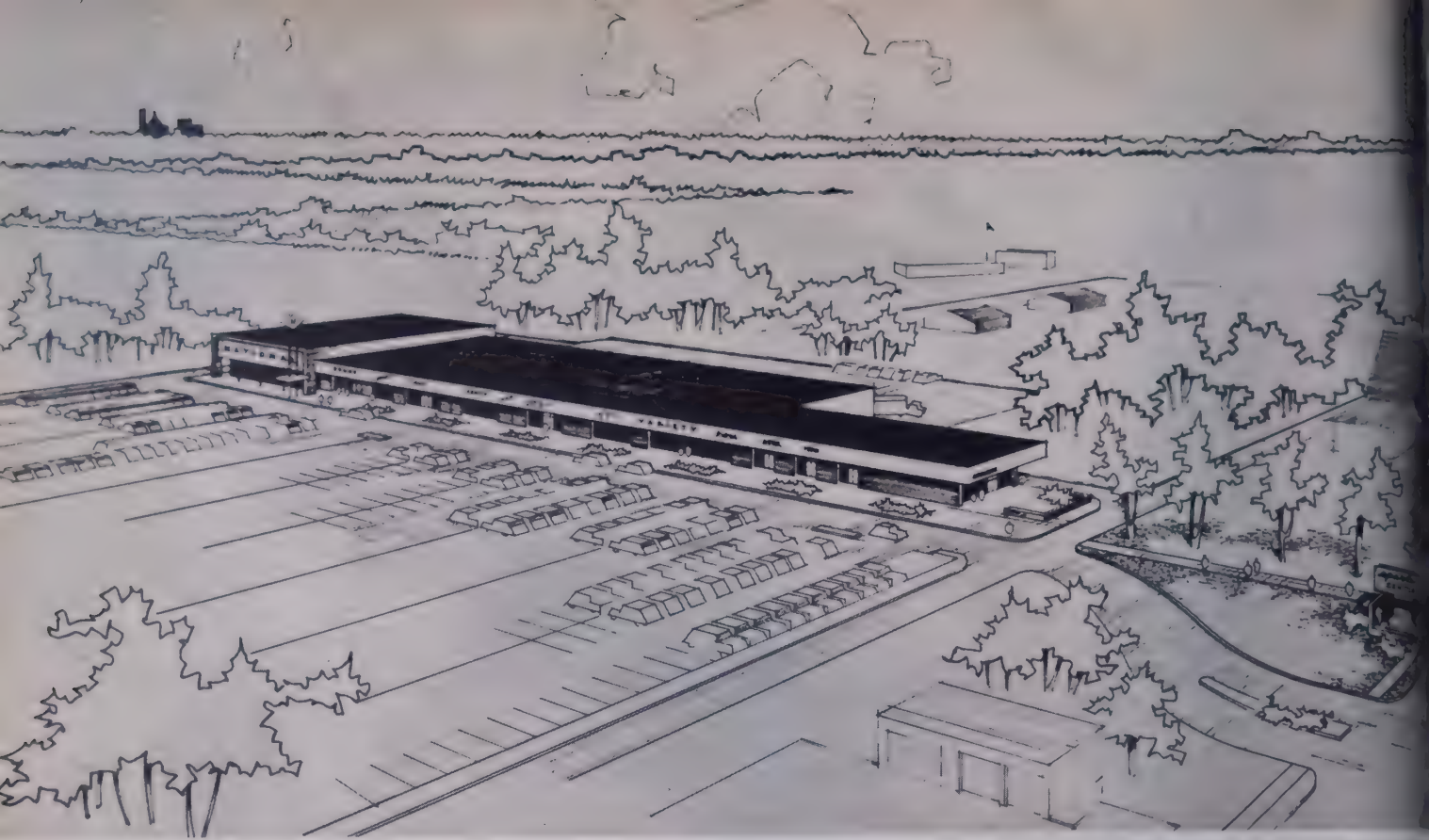
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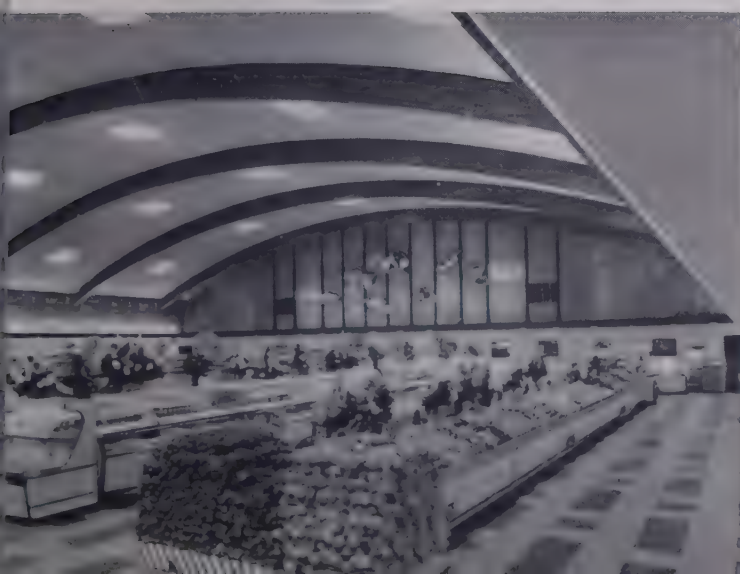
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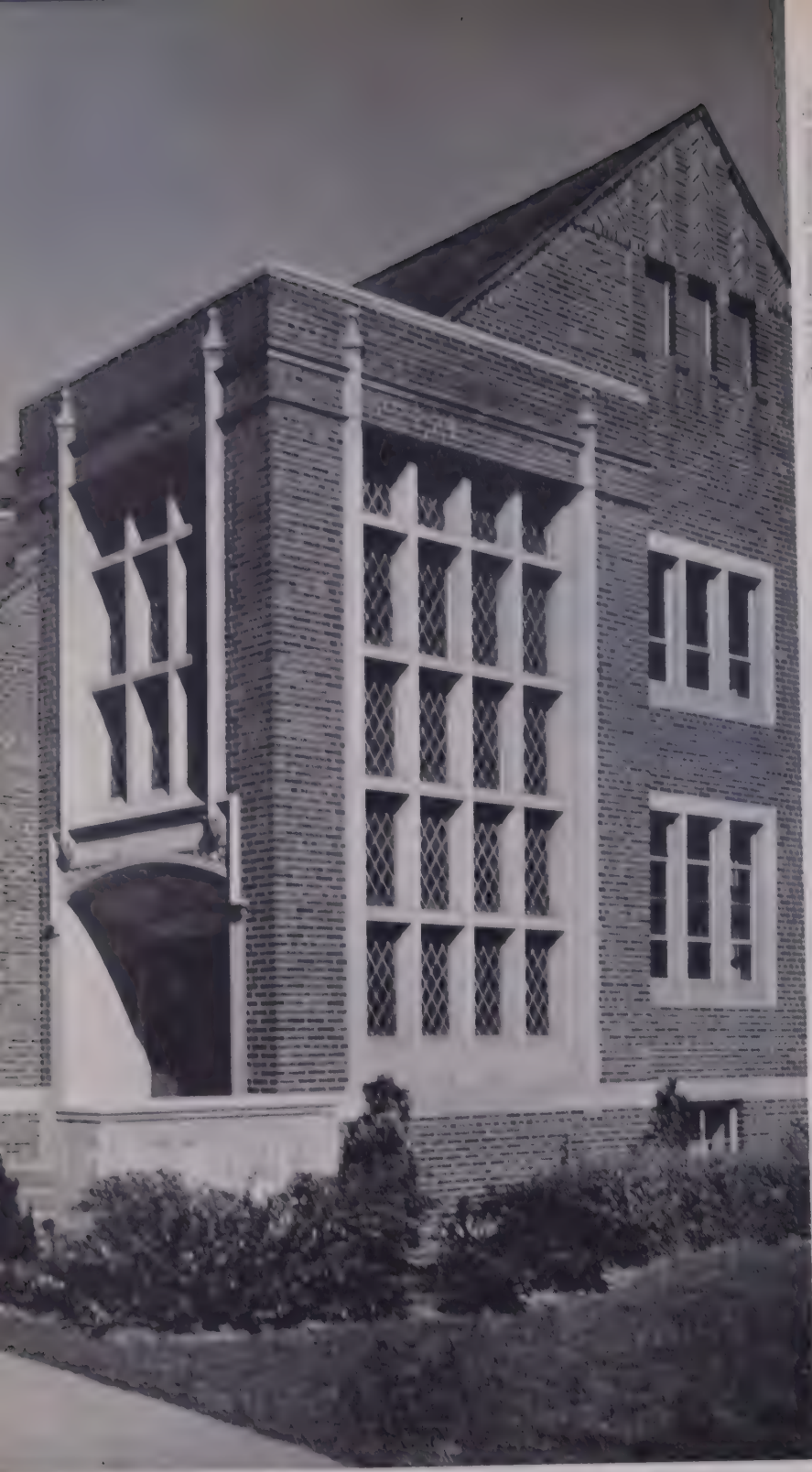
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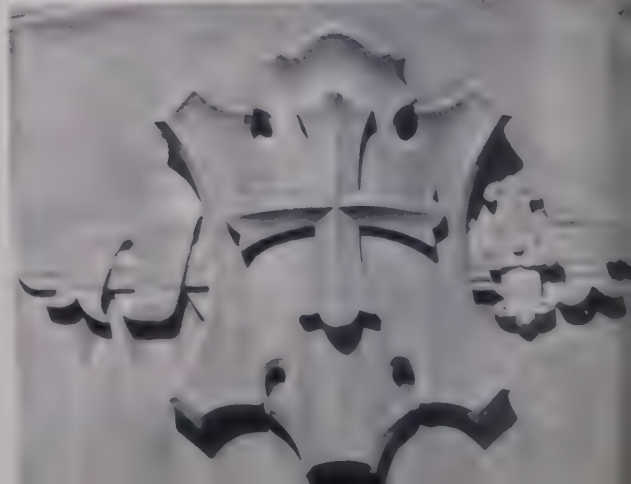
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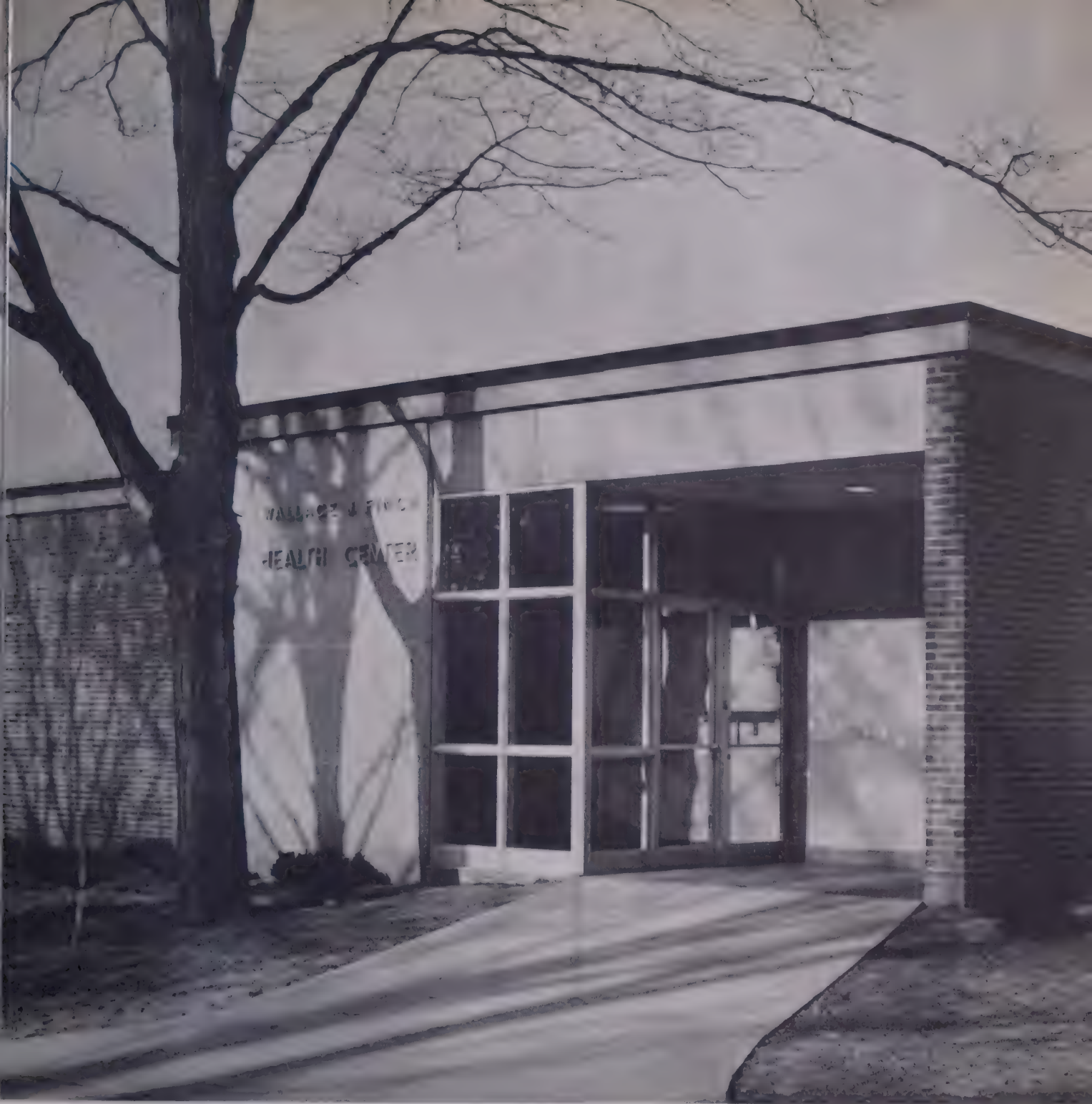
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Photo by Harry F. Thompson, AIA

We wish to express our appreciation for the work of the contractors, suppliers and mechanics who cooperated in the construction of these buildings. The coordinated efforts of all are essential for the completion of a successful building project.

- Elmer J. Manson
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- Leon Schell
- Roger Stoppel
- Roger Zona
- Marcia Waldron
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Biddle House Stars on Television

Dear Friend,

The BHR circular you received recently was mailed to approximately 4100 people in the construction industry in Michigan. The list covered Dodge Reports subscribers, and all members of the Michigan Society of Architects.

We wanted to get the story of the Biddle House again in front of the people in the industry. You will notice from the new list, of this month's contributors, that the response has been good. However, we are still urgently in need of funds to complete the project. HAVE YOU DONE YOUR SHARE?

Gus Langius and I appeared on WXYZ-TV, Channel 7, in Detroit, December 4th, 11th and 16th, on the Michigan Society of Architects sponsored television program, with the story of Biddle House. Similar programs will be scheduled periodically through June, when the house will be dedicated.

We hope that each of you will continue your efforts and will promote this project at every opportunity.

Yours truly,
Marvin J. Brokaw,
Executive Director
BIDDLE HOUSE
RESTORATION COMMITTEE

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Cameras were focused on Marvin J. Brokaw (left) and Adrian N. Langius, F.A.I.A., but attention was focused on BIDDLE HOUSE when they were recently interviewed on the "Our Friend, Harry" program, by Moderator Jean Loach, over WXYZ-TV, Channel 7.

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THE STORY OF BIDDLE HOUSE and the progress of its restoration was featured on WXYZ-TV, Channel 7, December 4th. Jean Loach, moderator of the program, invited Gus Langius and Mar-

vin Brokaw to return the following two weeks, to tell her audience more about the romance of the project.

Progress pictures of the house were explained and pictures of the Mackinac Bridge and Straits were viewed to clarify its location. Mackinac Island is predicted to become the most popular vacation spot in the Northwestern States, because of the Bridge and the national publicity that it has received. The building industry of Michigan could not have chosen a better location to build a monument for the citizens of Michigan.

With all eyes focused in that direction, one great surge of effort on the part of everyone in the Industry would put the program across and have a proud monument standing to welcome the lilacs at dedication time.

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FRANK LLOYD WRIGHT



THE MIDLAND ART ASSOCIATION WILL PRESENT A COMPREHENSIVE EXHIBITION OF THE WORK OF FRANK LLOYD WRIGHT AT THE GRACE A. DOW MEMORIAL LIBRARY IN MIDLAND, MICHIGAN FROM JANUARY 11TH THROUGH JANUARY 25TH, 1955. THIS EXHIBITION HAS BEEN PERSONALLY SELECTED BY MR. WRIGHT AND PLACES SPECIAL EMPHASIS ON HIS EXTENSIVE WORK IN THE STATE OF MICHIGAN. INCLUDED ARE NUMEROUS ORIGINAL PRESENTATION DRAWINGS, WORKING DRAWINGS, MODELS, PHOTOPANELS, AND FURNISHINGS FROM MICHIGAN HOMES. A FEATURE OF THE EXHIBITION IS THE 22 FOOT HIGH ORIGINAL PAINTING OF "THE MILE-HIGH ILLINOIS". THE MAJOR PORTION OF THIS EXHIBITION WILL PROCEED TO THE CORCORAN GALLERY IN WASHINGTON, D.C. UNDER THE SPONSORSHIP OF TIME MAGAZINE, AND THEN TO THE METROPOLITAN MUSEUM OF ART IN NEW YORK CITY WHERE IT WILL OPEN ON MR. WRIGHT'S 70TH BIRTHDAY. . . . THE SAGINAW VALLEY CHAPTER OF THE A.I.A. INVITES ALL ARCHITECTS, STAFFS AND WIVES, TO A PRIVATE SHOWING ON SUNDAY, JANUARY 18TH FROM 2 P.M. UNTIL 5 P.M., AT WHICH TIME ALDEN B. DOW, F.A.I.A. WILL SHOW HIS PERSONAL FILMS TAKEN AT TALIESIN.

GO DOWNMEN ARCHITECTS ROBERT BELL (LEFT) AND PHIL FEDDERSEN (RIGHT) ARE SHOWN VIEWING A MODEL FROM THE EXHIBITION.

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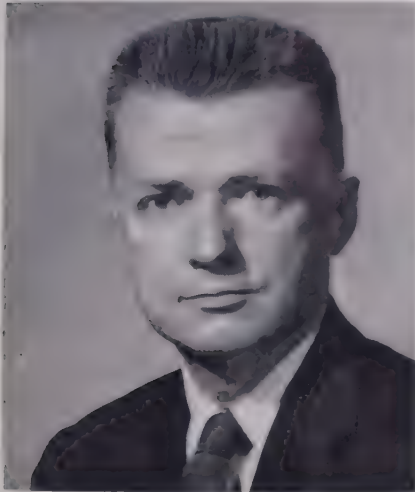
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HEADQUARTERS, 120 Madison Ave., Detroit



PAUL R. RUDOLPH, A.I.A.

Professor Paul Rudolph, Chairman of the Department of Architecture at Yale University, will be the guest of Detroit Chapter, American Institute of Architects at its meeting Tuesday evening, January 27 in Detroit's Rackham Building.

A reception, with complimentary refreshments, at 6:00 P.M. will be followed by dinner at 6:30, and the guest of honor will address the Chapter briefly at 7:30. The meeting will then adjourn to the Auditorium of the Detroit Institute of Arts for a lecture by Prof. Rudolph, beginning at 8:20, under the auspices of The Founders' Society of The Art Institute. The speaker's subject will be "The Determinants of Architectural Form."

Prof. Rudolph is a most versatile person. Besides being a distinguished practicing architect, he is author of many books and articles, a lecturer of note, and prize-winning designer.

CHARLES D. HANNAN, OF FARMINGTON, AND LOUIS G. REDSTONE, OF DETROIT, treated Detroit Chapter members to a travelogue depicting their recent visit to European countries, at The Engineering Society of Detroit on the evening of December 16.

Hannan showed color movies of his travels, while Redstone showed color slides. Both gave interesting commentary concerning their impressions gained in the various countries, including Russia, while they were delegates to the International Congress of Architects, at Moscow, attended by some 1500 architects from throughout the world.

Committees

Detroit Chapter, American Institute of Architects' Board of Directors has approved the appointment of committees for 1958-59, it is announced by Robert F. Hastings, Chapter President, as follows (the first-named on each committee being chairman):

MEMBERSHIP—Frederick G. Stickel, Talmage C. Hughes, Bruce H. Smith, Thomas P. McEvilly.

OFFICE PRACTICE—Charles H. MacMahon, Jr., William R. Jarratt, LaVern J. Nelsen, Karl C. Nelson, Clarence E. Noetzel, George P. Head, Gaylord A. Watts, Lyndon Welch.

RELATIONS WITH THE CONSTRUCTION INDUSTRY—Paul J. Ketelhut, Arthur F. Bassett, George Craven, Joseph N. French, Stewart S. Kissinger, Clarence J. Mogridge, Jr., Gustave Muth, William H. Odell, Raymond C. Perkins, Carl A. Scheuffler, George L. W. Schulz, Raymond E. Hardtke, Frank J. McKenna.

RELATIONS WITH GOVERNMENT AGENCIES—Robert W. Yokom, Lynn W. Fry, Raymond C. Perkins, Carl W. Pirscher, Philip T. Sherman, Malcolm R. Stirton.

EDUCATION—William Muschenheim, John A. Allen, Jr., Harold Binder, L. Robert Blakeslee, Mark T. Jaroszewicz, Eino O. Kainlahti, Earl W. Pellerin, Suren Pilafian, Walter B. Sanders, Robert H. Snyder, Henry S. Orbach, Grace J. Pilafian, Norman H. Ziegelman.

PUBLIC RELATIONS—Talmage C. Hughes, Gustaff R. Daniell, Edwin E. Meier, Elbert Van Kempen, Wah Yee.

ALLIED ARTS—Anthony R. Moody, James W. Conn, Joseph F. Dworski, Lester Fader, Yoshizo Machida, Frederick J. B. Sevald, David B. Spalding, Geraldine A. Kavanaugh, William Ku, Bernard F. Reese.

CIVIC DESIGN—Malcolm R. Stirton, Louis G. Redstone (vice chairman), Clair W. Ditchy, Thomas H. Hewlett, Amedeo Leone, Suren Pilafian, Louis Rossetti, Eberle M. Smith, J. Robert F. Swanson, Karl O. Van Leuven, Jr., Minoru Yamasaki, Lawrence G. Linnard.

MICHAEL A. BOGGIO, of Detroit has become an associate member of the Detroit Chapter, American Institute of Architects.

Boggio, received his professional education from Carnegie Institute of Technology. He is presently employed by the Detroit Board of Education

REGISTRATION AND APELSCOR—Maurice E. Hammond, Morris Webster, Frederick J. Schoettley.

PROGRAM—Gerald G. Diehl, Lyall H. Askew, Ralph W. Hammett, Talmage C. Hughes, Aaro J. Annala, John R. Politzer.

RESIDENTIAL ARCHITECTURE—Earl W. Pellerin, Edward E. Bissell, A. Robert Bliven, James W. Conn, Herbert L. Hawthorne, Wallace K. Kagawa, William H. Kessler, Anne C. Krebs, Clarence E. Kroll, Wesley E. La Roy, Paul Moffett, Merle C. Weaver, Clifford N. Wright.

RELATIONS WITH OTHER PROFESSIONS—Paul B. Brown, J. Charles Burns, Glenn G. Mastin, Verne H. Sidnam.

PRESERVATION OF HISTORIC BUILDINGS—William E. Kapp, Edward E. Bissell, Ralph W. Hammett, Earl W. Pellerin, Helen L. Fassett.

CIVIL DEFENSE—Werner B. Anderson, Alex Linn Trout, William S. Quinlan.

DETROIT PUBLIC SCHOOLS ADVISORY—Gerald G. Diehl, Linn Smith (vice chairman), Lyall H. Askew, Charles D. Hannan, Thomas H. Hewlett, Earl G. Meyer, Suren Pilafian, Verne H. Sidnam, Eberle M. Smith.

Liaison with Producers' Council, Inc., Michigan Chapter—LaVerne J. Nelsen; Director on the Board of the Michigan Society of Architects—Earl G. Meyer; Executive Secretary—Talmage C. Hughes; Administrative Secretary—Mrs. Arleen Montford.

REPRESENTATIVES ON NATIONAL COMMITTEES—Awards and Scholarships—Philip N. Youtz; Chapter Affairs—Talmage C. Hughes; Collaboration with Design Profession—Anthony R. Moody; Education—William Muschenheim; Home Building Industry—Earl W. Pellerin; Hospitals and Health—Adolf H. Roessling; Office Practice—Charles H. MacMahon, Jr.; Preservation of Historic Buildings—William E. Kapp; Research—John C. Thornton; School Buildings—Peter Tarapata; Urban Design and Housing—Charles A. Blessing; Advancement of the Profession—Talmage C. Hughes; Collaboration with the Department of Education and Research—C. Theodore Larson; Ex-Officio Member of all committees—Robert F. Hastings.

RICHARD L. ROCHON has been elected an associate member of the Detroit Chapter, American Institute of Architects.

Rochon, of 2220 Jonas St., Lincoln Park, is a 1954 graduate of the University of Detroit, with experience in leading architects of the Detroit area.

Lighting And Architecture

By LYALL H. ASKEW, A.I.A.

It is a pleasure to see this representative group for our two organizations, marking as it does a further instance of our growing cooperation. It is my intention to discuss briefly some of the steps that have been taken to increase this cooperation, and some of the reasons it can be of great benefit to both the architect and the illuminating engineer.

First I should like to point out that this meeting is the latest of several joint meetings we have held, and they have led to a proposal to the Chapter Board, from the IES Board, that a more continuous form of cooperation might be of advantage. After a number of meetings, the Chapter Board approved the formation of a joint committee. This committee, to be called the AIA-IES Joint Committee on Lighting, has been formed, and will hold an organizational meeting on the 25th of this month.

The committee as finally organized consists of four subcommittees of four members, two from each organization, with a co-chairman from each organization.

The appointments to the committee were made from members of each organization who are concerned with actual lighting design, and who feel that a contribution can be made.

The considered plans for operation will allow each subcommittee to determine its own direction of investigation and research, and the co-chairmen will coordinate results and arrange for their dissemination to the members of both organizations. It is the intention to make the results available by news letter, the Monthly Bulletin, by joint meetings such as this one, or by such other means as are appropriate.

The following have agreed to serve on this committee:

OFFICE LIGHTING—

For the IES—Lawrence Genise and Steve Squillace

For the AIA—Philip Meathe and John Jickling

COMMERCIAL LIGHTING—

For the IES—Albert Migdal and James Finn

For the AIA—William E. Kapp and Arthur O. A. Schmidt

INSTITUTIONAL LIGHTING—

For the IES—Earl Domoney and Leonard Gussow

For the AIA—Frederick G. Stickel and Joseph F. Dworski

INDUSTRIAL LIGHTING—

For the IES—Floyd Sell and Lester Sever

For the AIA—Ernest Dellar and Urban Woodhouse

At the joint meeting of Detroit Chapter, American Institute of Architects and the Illuminating Engineering Society, Michigan Section, November 11, Lyall H. Askew, A.I.A. and Frank E. North, I.E.S. were co-chairmen. Mr. North opened the meeting and called upon the Chapter's new President, Robert F. Hastings, who welcomed members and guests, presented the Chapter's other new officers and directors, and reported briefly on the Chapter's Board meeting of that afternoon.

Mr. Askew spoke on "Lighting and Architecture," Mr. C. L. Crouch, I.E.S. on "The New Recommended Levels of Lighting."

A talk before the joint meeting of the Detroit Chapter, A.I.A. and Illuminating Engineering Society, Michigan Section, Nov. 11, 1958.—Editor.

Frank North and I will serve as co-chairmen.

The formation of this committee is one method of coming to grips with our greatest mutual problem, that of communication and the development of better ways of bringing it about.

We are all aware of outstanding examples of fine coordination between the architect and the lighting engineer, and it should be our concern to make this type of unified effort the usual rather than the unusual case, and to this end develop a closer integration of our joint efforts.

To define the role of lighting in architecture, and determine our approach, we can state that architecture provides the enclosure in which human activities are accommodated and does this by enclosing and giving form to space. At its best, lighting can intensify and make clear this form, and in so doing become an integral part of architecture. The three dimensional form, and the effects of color and texture should be enhanced by the lighting used, and not, as is so often the case, destroyed by it.

The proper use of lighting adds a new dimension to design, the establishment of a mood or atmosphere for interior space. This choice of atmosphere can cover the wide range from the high level, low contrast, uniformly lit area where critical seeing tasks are performed, to the low level, high contrast, dramatically lighted areas, suitable for the night club or fine restaurant.

One criteria that may be used in judging the success of lighting in a space, is that the reaction on seeing it for the first time should be, "what a beautiful room," rather than, "what a fine lighting job." An ideal coordination of lighting and architecture would reveal no source or fixture, but make one aware of light only by its exposition of the enclosed space.

Although the development of light sources and fixtures has reached the stage where it is possible to integrate lighting and structure as never before, the complete utilization of these factors

requires the cooperation of the architect and the lighting designer from the very early stages of the design.

In view of the foregoing, we might try to draw up specifications for the ideal illuminating engineer and the ideal architect. This of course is a projection into the realm of conjecture and imagination, in the case of the ideal architect, about as far into the imaginary as it is possible to get.

The ideal illuminating engineer would have a background in electrical engineering, a wide knowledge of available light sources and fixtures, and their possibilities, coupled with training in the field of design and color sufficient to enable him to interpret the architect's design in terms of lighting.

The ideal architect from the illuminating engineer's point of view would have sufficient knowledge of the use of the lighting tools to be able to interpret the desired mood or atmosphere and to make the spirit of the design evident to the lighting designer.

As we are speaking of a cooperative verbal interpretation of a visual art, the complications are many. Perhaps the only perfect solution to the problem of communication between the two is to have them born identical twins.

To illustrate the integration of a lighting device into architectural form, we may take the example of the luminous ceiling. This is no longer a lighting fixture, it is a ceiling, and as such limits and defines the space.

This type of lighting has been widely used for applications requiring high-quality, high-intensity illumination for critical seeing tasks. Unfortunately, the blessings it brings are not completely positive—difficulties with maintenance of the translucent medium and the deep ceiling space required are drawbacks in some cases, but we have at least solved the mystery of where the flies go in winter—they return to the space above luminous ceilings to die.

This method of lighting, like any other, is not specific for all cases. Although the quality of light obtained is superior for critical seeing and reduction of glare, it would be a poor solution for an application in which contrast is desirable as a psychological stimulus—for example, a fine restaurant.

An interesting sidelight on lighting research is the preliminary investigation of desirable lighting levels in restaurants, being pursued by one of our committee members. He has gathered enough data to be able to see the outline of a possible empirical formula. Although the data is not as yet conclusive, the general proposition may be stated this way:—

The foot candle level of illumination in any restaurant is inversely proportional to the size of the dinner check. This relationship, if borne out by further research, may well become known as Kapp's law. (more)

We look forward to the development of some of the new methods and devices to a point where they will be architecturally usable. One of these is luminous surfaces. If this material, only a fraction of an inch thick, can be made economically feasible, and available in a color range, it would have a very wide use. It would eliminate most of the objections to the present methods of producing a large area luminous source.

Another thing we wish for is continued improvement in the design of lighting fixtures, insofar as their architectural appearance is concerned. In spite of what I have been saying about the desired disappearance of the lighting fixture, it will be with us for a long time to come. From present evidence, it seems that most of them are designed by the blood brothers of the automobile designers. The one rule seems to be, no plain surface without decoration. I await, with trepidation, the addition of fins.

In conclusion, the illuminating engineer, if he truly understands and can interpret lighting requirements in terms of their architectural correlation, is essential to any sizable architectural project.

Further, he should be included in the planning at an early stage in the design process, so as to enable proper space allowances to be made for equipment.

On the other side, the architect must be familiar enough with what is possible in lighting to establish the mood and interpret the architectural factors for the illuminating engineer in a way that will make possible an integrated design.

When both these paragons work together we will have a wider use of lighting that is truly architectural.

WILLIAM MAITLAND, JR., of Garden City, has become a member of the American Institute of Architects and assigned to the Detroit Chapter, A.I.A.

Maitland received his professional education at the University of Michigan and is presently a designer with Bennett & Straight, Inc., architects of Dearborn.

I. C. O. M. C. (INDEFATIGABLE CONGRESS OF MASTER CRAFTSMEN) held their Annual (KKK) Kris Kringle Krismas Party, December 10 at noon in the Wolverine Room, Wolverine Hotel, Detroit.

Members of I. C. O. M. C. who attended this outstanding event of the year were: Dick Miller, Bob Cunningham, Art Schmidt, Ernie Dellar, Jerry Diehl, Cliff Wright, Leo Perry, Harold Pine, Clair Ditchy, Jerry Kelly, Jack Blair, Russ Radford, Neil Warren, Max Luce, Fred Schoettley, Gus Muth, Vic Adler, Ray Lyons, Frank North, M. V. Rogers, Bill Lyman, Bob Swanson, John Jickling, "Woody" Woodhouse, Werner Gunther, Gay Watts, Jerry LaPiner, Al Ferguson, Earl Pellerin, Earl Meyer, Bert Trowell, Gar Laity, Russ Lee, O. K. Griffith, John Carter, Verne Sidnam, Len Gusow and Larry Hume.

MICHIGAN SOCIETY OF ARCHITECTS announces its schedule of Board of Directors meetings for 1959, as follows:

Tuesday, January 13 at Botsford Inn, Farmington

Thursday, February 13 at Lansing

Friday, March 12 at the MSA Convention in Detroit

Thursday, April 23, Ann Arbor

Tuesday, May 12 at Botsford Inn

June, none

Tuesday, July 14, Detroit

Friday, August 7 at the Grand Hotel, Mackinac Island

September, with Western Michigan Chapter

Wednesday, October 14 with Detroit Chapter

November, with Saginaw Valley Chapter

Tuesday, December 15 in Detroit

NEW CORPORATE MEMBERS OF THE DETROIT CHAPTER, A.I.A. are Oliver S. DeLancey, of Ann Arbor; Gilbert W. Savage, of Royal Oak, and Andrew S. Wrublovsky, of St. Clair Shores.

DeLancey received his Bachelor of Architecture at the University of Michigan. He received his professional experience in architectural offices in and around Ann Arbor. He presently is employed by Charles W. Lane and Associates of Ann Arbor.

Savage, received his professional education at Clemson College, South Carolina. He has received his early experience in architectural offices in the Detroit area and is presently a practicing architect.

Wrublovsky, a native of Hungary, received his Master of Architecture Degree from the Royal Hungarian University of Technics and Economics.

He has been employed in architectural offices in both Hungary and in Italy. In 1956 he was employed by the General Motors Corp. and later joined the Detroit architectural firm of Smith, Hinchman & Grylls. He is presently employed as a draftsman with Diehl & Diehl architects.

THE AMERICAN INSTITUTE OF ARCHITECTS GREAT LAKES REGIONAL CONFERENCE, scheduled for April 23-24, 25 at the University of Michigan, Ann Arbor, promises to be outstanding in education and entertainment. Chairman Joseph W. Leinweber, A.I.A. reports that his Committee on Arrangements has secured outstanding speakers for the occasion.

From the "Curtain-Raiser" Thursday evening, through the final research panel on Saturday, the Michigan Society of Architects will welcome and play host to the Chapters of the Great Lakes Region—Michigan, Ohio, Indiana and Ken-

tucky. Further information about the program and speakers will appear in future issues of the MSA Monthly Bulletin.

Four new appointments to the Committee on Arrangements were made by MSA President, Frederick E. Wigen. They are Thomas S. Tanner, Ann Arbor; Claude D. Sampson, Lansing; Harvey C. Allison, Midland and Auldin H. Nelson of Flint. They will join the original Committee members: Chairman Leinweber, Dean Philip N. Youtz, Ralph W. Hammett, Walter B. Sanders and Tal-mage C. Hughes, in future planning for the Conference.

FORTY-FIFTH ANNUAL CONVENTION OF THE MICHIGAN SOCIETY OF ARCHITECTS, scheduled at Detroit's Statler Hilton Hotel, March 11-13, 1959, will have for its theme, "Around the World with MSA," it is announced by Jack K. Monteith, A.I.A. Chairman of the Convention Committee.

In addition to product exhibits, a feature of the three-day Convention will be an architectural exhibition of award-winning projects by Michigan architects.

Members who have won awards in recent years, nationally and locally, are invited to submit such entries. An explanatory letter with entry blank addressed to MSA member-firms has been mailed, and further information on this and other Convention items will appear in the February and March issues of the Society's Monthly Bulletin.

THEODORE G. SEEMEYER, JR., Editorial and Advertising Director of the Monthly Bulletin, Michigan Society of Architects, was recently awarded the Old Timers' Medallion of the Adcraft Club of Detroit in a ceremony held during its recent 53rd Annual Banquet at the Statler Hilton Hotel.

SITUATION OPEN — For registered architect, 35-50 years of age, as administrator with Midwest architectural firm, on public buildings and other important projects. Good salary and excellent opportunity for advancement. Applicants should submit complete resumes of their education, background, experience, etc. to Mr. Jack Frost, Sinclair Associates, Personnel Consultants, 1965 Guardian Building, Detroit 26, Woodward 5-5992.

JAMES B. HUGHES, A.I.A., formerly of Detroit, now with Hunter, Campbell & Rea, Architects, Fifth Avenue & 36th Street, Altoona, Pa., writes that the firm is in need of two senior draftsmen, capable of serving as job captains. The firm, largest in Pennsylvania, has an ever-increasing volume of work, primarily in schools.



Photo Illustrators, Inc.

Left, to right: H. Augustus O'Dell, Thomas H. Hewlett, Owen A. Luckenbach

ARCHITECTS O'DELL, HEWLETT & LUCKENBACH held an open house and reception on November 14th in their offices in Birmingham, Michigan. An exhibition of their past, present and future work was shown in models, renderings and photographs, to the many guests who attended the event



You and Your Public

By Hugh W. Brenneman
Public Relations Consultant
Michigan Society of Architects

Help!!

Last month in the first edition of this column I asked you to send your PR problems and I would amalgamate them with those of other architects and come up with some answers that might be valuable to you.

Obviously, sufficient time has not elapsed since you read that column and I wrote this one, to permit an outpouring of correspondence. However, I want to reiterate the invitation, for in so doing, the emphasis of repetition may benefit all of us by revealing latent PR problems which are not impossible of review and solution in this small space.

I was talking with Pete Vanderlaan the other day and an idea popped up that may be interesting to you.

The idea: To inaugurate, formally, the concept of the Architectural Audit.

I'm sure that many an architect has been called by an owner who said, in effect: "Mr. Architect, take a look at my building. Should I change it, expand it, move it, tear it down and build again? Give me your advice."

I'm equally sure that the Architect might have replied: "Mr. Owner, that isn't easy. I must know a great deal about your business, how it operates, who works where, what is done, how it is done, etc. I can do it, however, and turn my findings over to you, if you say so."

And what happened? The architect conducted an "Architectural Audit," only he probably didn't call it by that name.

There occurs to me, at the moment, no reason why the profession as a whole should not promote this idea of an "Architectural Audit." It certainly is a service needed by owners. It is a professional service that only the architect is capable of offering.

It should be mutually profitable!

As I said, this isn't new. Vanderlaan pointed out that this procedure is used by churches that are trying to determine whether to expand their building, change its size, shape or interior, or build anew elsewhere. And I'm sure that every manufacturer has been forced to do it as his business expanded.

No, it isn't new, but it's in a new package.

Actually, there is precious little that's really new but there is a great deal of new packaging going on.

For example: prior to the advent of the supermarket, foods were displayed in bulk. i.e., potatoes and apples came in barrels, beer from kegs and meat was sliced off a carcass by a behatted butcher. Now potatoes and apples are in cellophane sacks, beer is respectable in every home and meat is sold in many forms that its origin is almost unknown.

Here's my point: because of better packaging, more is sold. BECAUSE OF BETTER PACKAGING THE PRODUCT ITSELF IS OFTEN IMPROVED, FOR THE PUBLIC CAN SEE IT, FEEL IT, JUDGE IT.

Why can't this same principle be applied to the packaging of professional services.

Wait a minute—don't get me wrong. I'm not talking about package builders. I'm talking about "packaging" the services that every architect offers or that only architects can and should offer. And the architect himself does the packaging so that the service "sells" better—because it can be better visualized by the prospective owner and therefore better understood.

The idea of the "Architectural Audit" may be a good example of what I mean because it uses semantics to reveal to the public a service that every architect, worthy of the name, has—namely judgment to render an opinion on building that is worthy of a fee.

Giving it a name and formalizing it as a procedure might even improve the service itself! Or is that *les majeste*?

CLARENCE E. NOETZEL, A.I.A., has taken over the architectural firm of W. Ray Akitt. The office is located at 2407 National Bank Bldg., Detroit 22.

Akitt, who started practicing architecture 42 years ago, will continue to be available for consultation.

Noetzel received his education in the Detroit Institute of Technology. He had his experience with Giffels & Vallet before he joined the Akitt firm in 1964.

WALD

Do You Know?

By Marie Noth

That busy Edna Morrison made the favors for the luncheon on December 8th at the Woman's City Club for the Christmas meeting of the Women's Architectural League, of Detroit. Several guests were present and enjoyed the traditional exchange of gifts. The door prize, donated by the Michigan Consolidated Gas Co., a shrimp cocktail service for eight, was won by Mrs. Ralph W. Hammett of Ann Arbor.

Edna also took time from Christmas preparations to be hostess to her neighborhood Garden Club which traditionally meets in December to pack gift boxes for the patients at Northville Hospital.

That Blanche Nelsen, the President has received receipts for the three tool kits sent to the Philippines and a surplus food package sent to a Greek orphanage as Christmas remembrances from WALD.

Fran Dellar is the assistant public relations director of the Goodwill Industries. If you belong to a group that would like a tour of the agency, supported by United Community Fund and your donations, Fran would be your guide. She also points out the need at this time for discards of clothing, electrical goods and household equipment to provide continued employment for the handicapped. Many of us learned for the first time that they are equipped to do custom repair and upholstery of your best furniture, providing materials if desired. Give her a call.

That the WALD had a 15% increase in membership during the past year. New faces are seen at each meeting but we are missing many of the "OLD FAITHFULS" such as Ruth Redstone, Beth Pilatian and Berneice Ditchy.

That the Joe Leinwebers of Rivard Blvd. had a family reunion and bon-voyage party for their son and daughter-in-law, Mr. and Mrs. Roy James Leinweber, on December third, prior to their departure for a three-year stay in Geneva, Switzerland as representative of one of our large manufacturers. Guess where Hazel and Joe are going to spend their next vacation?

The Christmas meeting as guests of the Tuesday Musicale in the Auditorium of the Art Institute was the highlight of the year. The program included an outstanding choral programme of Christmas music followed by a delightful ballet fantasy, "Portrait of a Ball" by the Severa Ballet, beautifully costumed and expertly danced. A vote of thanks is due Program Chairman, Vicki Bini who arranged the program.



MRS. AGUSTO BINI

CLIFFORD N. WRIGHT, A.I.A., chairman of the Residential Committee, Detroit Chapter, American Institute of Architects, announces the selection of a jury for the student competition for the 1959 Idea Home of the Builders Association of Metropolitan Detroit, as follows:

Alden B. Dow, F.A.I.A., of Midland, Mich.; Robert F. Hastings, A.I.A., President, Detroit Chapter, A.I.A.; Hugh T. Keyes, A.I.A., of Birmingham, Mich.; Peter Tarapata, A.I.A., also of Birmingham, and Hugh Tsuruoka, A.I.A., editor, Living for Young Homemakers.

JUST ABOUT THE TIME you teach your kids that you can't put more in a container than it will hold, along comes a woman in slacks.

HANDBOOK OF ARCHITECTURAL PRACTICE has been completely revised by The American Institute of Architects.

Edited by Clinton H. Cowgill, F.A.I.A., this 420-page standard work includes comprehensive coverage of building and architecture, legal problems, owner-architect agreements, office procedures, and project procedures. The appendix includes all pertinent AIA documents.

Bound in cloth and printed in a new, attractive format, the 8½" x 11" work is available at \$8.00 from the Institute, 1735 New York Avenue, N.W., Washington 6, D.C., or from Detroit Chapter headquarters.

GLASSON W. COOMBE, A.I.A. announces the opening of his new offices for the practice of architecture at 14233 Michigan Avenue, Dearborn, Michigan. The new telephone number is LUzon 2-6134.

Coombe, a graduate of the College of Architecture and Design, University of Michigan, has practiced in Dearborn since 1949. His offices formerly were in the Calvin Theatre building. He is a member of The American Institute of Architects, its Detroit Chapter and the Michigan Society of Architects.

JACK S. FRIEDMAN, of 1715 South Telegraph Road, Pontiac, has become a member of The American Institute of Architects and assigned to its Detroit Chapter, it is announced by Robert F. Hastings, Chapter President.

Friedman, a 1952 graduate of the College of Architecture and Design, University of Michigan, received his experience in the offices of architects in the Detroit area. He is now a partner in the new firm of Eroh & Friedman, in Pontiac.



"...And what is More, We Furnish the Heat at No Cost to you."

For your enjoyment—courtesy Pomona Tile Manufacturing Co

FOURTH ANNUAL STUDENT FORUM

By Bernard Remer

Each year, prior to Thanksgiving, The American Institute of Architects, has invited student representatives from each of the accredited schools of architecture in the United States to come to Washington and participate in a two-day forum of student activities.

The purpose of this Forum is to give the student representative from each school an opportunity to familiarize himself with the operations and functions of the A.I.A., which will represent his interests at the national, regional and local levels through his professional life.

By discussing the objectives of the A.I.A. with practitioners, deans, staff members and fellow students and with first-hand inspection of the A.I.A. headquarters, each delegate is enabled to return to his school prepared to answer many of the questions about his profession which normally arise during his academic training.

The representative from the University of Michigan at the recent forum, at the Octagon, in Washington, on November 24th and 26th, was Bernard Remer, of Oak Park, Michigan. Remer is Secretary of the Student Chapter at the University of Michigan and a graduating senior.

By the time of opening remarks by Alexander S. Cochran, A.I.A., Chairman of the Institute's Committee on Education, and the welcoming address by President John Noble Richards, F.A.I.A., the registration had reached 82 students representing 65 architectural schools. Paul Riccui, student at Kent State University and this year's president of the student organization, shared the welcoming honors.

Edmund R. Purves, F.A.I.A., Executive Director of the Institute, described the organizational structure of the A.I.A. and the role of the student in preparing for practice.

Closed sessions gave students an opportunity to become acquainted with delegates from other parts of the country as well as students from schools in their own regions. The University of Michigan is in the Great Lakes District, which also includes University of Cincinnati, Miami (Ohio) University, Ohio State University, Western Reserve University, Kent State University, Ohio University, University of Detroit, University of Notre Dame and Cranbrook Academy of Art.

This session also gave the delegates an opportunity to view an exhibition representative of the work of students in the different architectural schools in this country, being shown at the Octagon from November 25th through January 4th. Each school had prepared its own exhibit panel demonstrating the educational processes and the kind of

work resulting in their schools. From the work shown, a jury will select panels to be sent later to Germany for the International Student Exhibition and Conference.

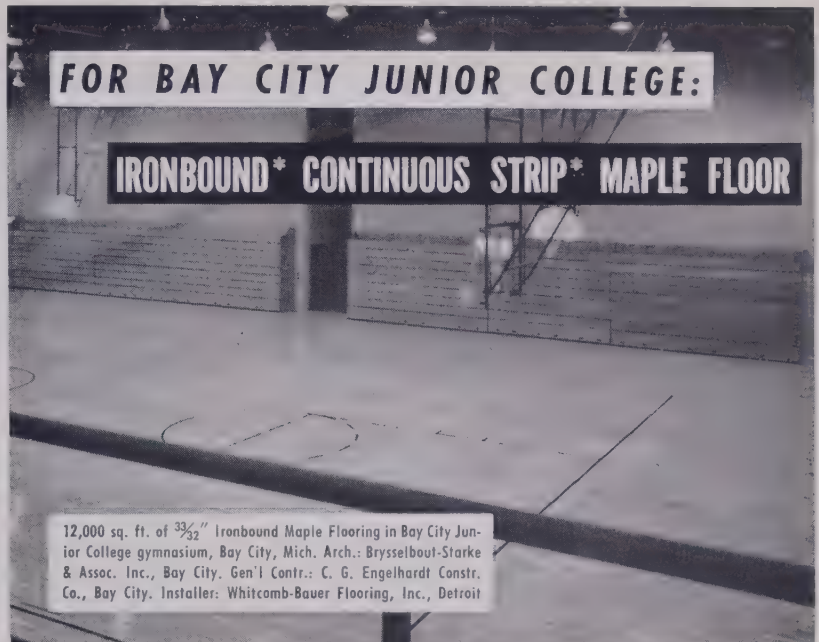
At 3:00 P.M., on the first day, informal talks were given by Nathaniel C. Curtis, Jr., A.I.A., of Curtis and Davis, Architects, New Orleans, La., and by Victor A. Lundy, A.I.A., of Sarasota, Florida. Discussion following the talks was continued during an evening session at the Octagon.

The first half of the second day was devoted to student discussion concerning "The Architectural Student and the A.I.A.," with Paul R. Hunter, F.A.I.A., Chairman of the Institute's Chapter Affairs Committee, as moderator. Also, on the panel were Cecil A. Alexander,

A.I.A., George W. Shupe, A.I.A., Walter A. Tayler, F.A.I.A., and several architectural students.

Following this discussion, Alfred Bendiner, F.A.I.A., added a bit of humor to the scene with his talk "In and Out of Martini Glasses." During that afternoon, talks were given by Byron C. Bloomfield, Executive Director of Modular Building Standards Association, on the subject of "Modular Measure"; by Thomas T. Crenshaw, A.I.A., of Sargent, Webster, Crenshaw & Folley, on "The Expanding Universe," and by Phillip J. Daniel, A.I.A., of Daniel, Mann, Johnson & Mendenhall, Architects & Engineers, on "Unusual Opportunities to the Architectural Profession."

The Forum ended with the Summing-Up, by Chairman Cochran.



FOR BAY CITY JUNIOR COLLEGE:

IRONBOUND* CONTINUOUS STRIP* MAPLE FLOOR

12,000 sq. ft. of 3 $\frac{3}{32}$ " Ironbound Maple Flooring in Bay City Junior College gymnasium, Bay City, Mich. Arch.: Brysselboul-Starke & Assoc. Inc., Bay City. Gen'l Contr.: C. G. Engelhardt Constr. Co., Bay City. Installer: Whitcomb-Bauer Flooring, Inc., Detroit

— and six good reasons why:

- NATURAL BEAUTY** of Northern hardrock maple has warm, attractive appearance. And the beauty remains — indefinitely.
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 - UNIFORM RESILIENCY**, provided by layer of cork under flooring, prevents sore ankles and leg muscles.
 - LONG RUN ECONOMY** is assured by the way Ironbound keeps its original beauty and stability for generations.
 - DRY-VAC PROTECTION** of Woodlife PENTA-preserved impregnated in flooring combats moisture absorption, termites and fungi.
 - IRONBOUND FLOORS** are installed by franchised floor contractors only and guaranteed by both manufacturer and installer.
- Architects like Mr. Brysselboul call for Ironbound floors in job after job. For example, he has specified Ironbound in many installations, including two high schools and a community building in Merrill, Mich., three school gymnasiums and Y.M.C.A. in Bay City, plus several high school gymnasiums in other Michigan cities.

* T.M. Reg. U.S. Pat. Off.

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Producers' Council ex-president Louis Theodore Ollesheimer, AIA ex-president Clair William Dichy and Mrs. Dichy, Mrs. Ollesheimer, and Mr. & Mrs. Joseph Frank Dworski



Seated: Mrs. Ernest Clarence Baker, Mrs. Charles Paul Garascia, Mrs. George Louis William Schulz, Mr. & Mrs. Samuel Burtman, and Mrs. George Elman Hamilton. Standing: Mr. Garascia, Mr. Schulz, Mr. Hamilton and Mr. Baker



Arnold Sorensen, Miss Patricia Hann, Mr. & Mrs. Albert Gustav Frederick Hann, and Mr. & Mrs. Richard George Pass

ALL PHOTOS BY PHOTO ILLUSTRATORS, INC

Producers' ex-president Walter Grove Sandrock, Edward Grabowski, Mr. & Mrs. Thomas Harry Hewlett, Mrs. Sandrock, Mrs. Grabowski, Producers' ex-president William Snure and Mrs. Snure, Mr. & Mrs. Richard Ellsworth Whitney, Miss Elma Santa and Walter Troniano



CHRISTMAS PARTY DETROIT YACHT CLUB DECEMBER 12, 1958

Annual Dinner Dance of
American Institute of Architects,
Detroit Chapter
and
Producers' Council, Inc.,
Michigan Chapter



Mr. & Mrs. Joseph Curran, Mr. & Mrs. C. Russell Wentworth, Mr. & Mrs. LaVern James Nelsen, MSA ex-president James Barr Morison and Mrs. Morison and Mr. & Mrs. Earl Gustave Meyer



Mr. & Mrs. Donald Francis Johnson, Mr. & Mrs. Charles Easy Thornton, Mr. & Mrs. Gardiner Chandler Vose; and Prof. & Mrs. Ralph Warner Hammett of Ann Arbor.



Seated: Mrs. Leonard Herman Gussow, Mrs. E. Burton Wolf, Mrs. Theodore Edward Anderson, and Mrs. George Frederick Muller, party co-chairman. Standing: Mr. Gussow, Mr. Anderson, Producers' President Frederick Muller and Mr. Wolf



Seated: Mrs. Wayne Mohr, Mrs. Paul Marshall, Mrs. Robert Dale Mosier, and Mr. & Mrs. Rex Marshall. Standing: Mr. Mosier, Mr. Mohr, and Producers' ex-president Paul Marshall

Paul Bradley Brown, Mr. & Mrs. Jack Keightley Monteith, Mrs. Clifford Neil Wright, Eugene Maxwell Hannum, Mrs. Brown, Mr. Wright and Mrs. Hannum



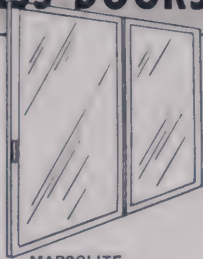
Mrs. Lyall Henry Askew, party co-chairman; Mr. & Mrs. Charles Johnson Mock, Mr. Askew; AIA, Detroit Chapter, immediate past president Gerald George Diehl and Mrs. Diehl; Mrs. Charles Wolfgang Trambauer, wife of the Producers' immediate past president; and Leo Irwin Perry



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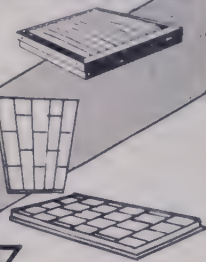
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ARCHITECTURAL FINISHES FOR ALCOA ALUMINUM—By Henry Clay Hall, Aluminum Company of America

UNFINISHED—Mill or As-fabricated Finish—The surface which naturally results from extrusion, rolling, casting or other metal processing practice. It will vary somewhat for different alloys and tempers. Such surfaces are not unpleasant and subsequent weathering grays the metal uniformly.

TEXTURE FINISHES—Various surface qualities from smooth to rough are created on aluminum by mechanical and chemical means. These effects may be used as the final surface of the metal or as pretreatments before additional finishes such as Alumilite. TEXTURE FINISHES should be protected against handling marks by a temporary coating.

Bright or Buffed Finish—A smooth, highly lustrous finish produced by muslin buffing wheels and sometimes by hand operations. Buffing is usually considered too costly and difficult to apply on large

areas, but is suitable for narrow elements when a high gloss finish is desired.

Polished and buffed A1
Buffed direct A2

Satin Finishes—A soft texture of fine parallel scratch lines produced in varying degrees of fineness by abrasive methods. It is not recommended for large flat areas due to the difficulty of obtaining a uniform appearance, but works well on such items as windows, mullions or trim.

Centerless belt polish, 180 emery (for tube) B
Belt polish, 180-220 emery C1
Hand rubbed, steel wool C2
Compound or brush back sander C3
Belt polish, 160-180 emery D
Belt polish, 120-140 emery E

Sandblast Finish—A rough texture produced by compressed air and washed silica sand in various grades of coarse-

ness. A sandblast surface, because of its roughness, will collect and retain more dirt than other finishes unless protected by an Alumilite coating or lacquer. Sandblasting is not suited to large flat sheet areas because of distortion problems and difficulty in obtaining a uniform appearance. It is used mostly on castings.

Fine blast, 100 to 200 mesh G2
Medium blast, 40 to 50 mesh G3
Coarse blast, 16 to 20 mesh G4

Sand Burnish Finish—A uniform, matte surface created by loose sand, gravel, steel balls and an agitating process. It is particularly suited to castings or flat sheet N

Caustic Etch or Frosted Finish—A surface with the attractive appearance of finely etched glass. It is created by a low-cost chemical treatment appropriate for all forms of aluminum and especially good for large sheet areas such as wall panels. R1

ALUMILITE SPECIFICATION GUIDE

APPLICATION	SHEET AND EXTRUSIONS			CASTINGS		
	ALUMILITE TREATMENT	MINIMUM COATING THICKNESS	MINIMUM COATING WT. PER SQ. IN.	ALUMILITE TREATMENT	MINIMUM COATING THICKNESS	MINIMUM COATING WT. PER SQ. IN.
INTERIOR USE						
Minimum Abrasion—(such as picture molds, interior fascia, balusters)	202	.00025"	12 mg	702	.00025"	12 mg
Medium Abrasion—(such as door frames, baseboards, window stools, hardware)	204	.0004"	17 mg	704	.0004"	17 mg
Maximum Abrasion—(such as handrails)	215	.0008"	35 mg	714	.0006"	28 mg
EXTERIOR USE						
Maintained—(such as storefronts, entrance trim)	204	.0004"	17 mg	704	.0004"	17 mg
Maximum Abrasion—(such as maintained handrails)	215	.0008"	35 mg	714	.0006"	28 mg

NEW PRODUCT PROVIDES BOTH DUCT AND INSULATION—By Owens Corning Fiberglas Corp.

A NEW PRODUCT has been introduced for residential and commercial duct systems—Fiberglas rigid insulation with a vapor barrier of thick embossed aluminum foil adhered with a flame resistant adhesive.

The duct materials, manufactured in rectangular and round sizes, provide both the duct system and the insulation in one product.

Architects have found and reported many advantages to the one-operation installations of Fiberglas ducts over conventional metal ducts which must first be installed and then insulated.

Because of the rectangular fibrous glass

ducts are actually flat prescored insulation boards, ready for folding into duct sections they both deaden undesirable noise and permit high velocity of heating and cooling air.

The aluminum foil, bonded to the exterior of the ducts, serves both as a vapor barrier and as a tough exterior finish.

Because these ducts absorb the noise created by vibrating metal installations, they remove one of the common objections to forced air heating and cooling.

Another advantage is the low heat transfer coefficient of the material, which means that the distributed air remains at a nearly constant temperature while flow-

ing through the ducts. Since the duct and insulation are one and the same, the home owner is assured of a completely insulated system which reduces cost of operation of the heating and cooling units. Also, extra capacity is provided for days when temperatures are extreme.

Fiberglas ducts may be installed with a minimum of tools. A sharp knife, clips, tape and a stapler are all that are required. The light weight of the material makes it easy to handle and simple to install.

Manufactured by Owens-Corning Fiberglas Corporation the new duct materials are being introduced for use in both residential and commercial construction.

ON MONDAY, JANUARY 19, 1959, Producers' Council, will be host for the regular Saginaw Valley Chapter meeting. This will be our Annual Table Top, Cocktails and Dinner Program, and we would be pleased to have as many of you as possible participate.

Reservations for tables will be processed until 4:30 P.M. is the dead line. In planning your tables set up.

Producers' Council, will serve cocktails 4:30 to 6:00 P.M., and dinner 6:00 P.M. for architects and their guests.

Please call, Miss Carolina Geiger, Trinity 2-4500, to make your table arrangements. We are leaving over-night accommodations for each member to arrange.

Let's have a good turn out, mark your calendar now so that you can plan to be on hand at the Wenona Hotel, Bay City, Michigan, January 19th.

PRODUCERS' COUNCIL CALENDAR OF COMING EVENTS:

- Jan. 19 —Table Top, Wenonah Hotel, Bay City, Michigan
- Jan. 26 —Table Top, Civic Center Auditorium, Lansing, Michigan
- Feb. 10 —Mechanical Trades Night, Hotel Forty Shelby, Detroit
- Mar. —A.I.A. Detroit Convention
- Apr. —Open
- May —Election of Officers Meeting
- June —Annual Golf Outing



Products News

WELSH PLYWOOD CORP., Memphis has recently announced the first completely prefinished line of hardwood mouldings to match all species and finishes of hardwood plywood wall paneling.

Produced in nine patterns and eight finishes, PlyWelsh Pre-finished Molding completely eliminates messy, hit-or-miss hand staining and finishing on the job, and assures a perfect match for all pre-finished wall panels now on the market.

All moldings are prefinished by Welsh-invented process that utilizes a 200-foot straight-line production machine to automatically sand, burnish, tone, fill, seal, apply a synthetic plastic top coat, then actually bake the finish into the wood for the most complete finishing job possible. The manufacturer says the finish thus attained cannot be equaled by on-the-job finishing methods.

As the molding leaves the machine, it is sealed in individual polyethylene tubes to assure that the user receives it in "factory new" condition.

The following moldings are available in eight PlyWelsh decorator finishes for a perfect panel match: Casing and apron, stool, mullion and chair rail, stop, base, shoe, cove, cove and inside corner, and outside corner. Lengths are 8 to 16 feet to eliminate problems encountered with short pieces of molding.

Welsh Plywood Corp is a recently acquired, wholly owned subsidiary of E. L. Bruce Co., Memphis, "world's largest maker of hardwood floors."

PlyWelsh prefinished plywood paneling and moldings are distributed by the

Byrne Plywood Company, Royal Oak, Michigan.

THE GREATER DETROIT CARPENTRY CONTRACTORS' ASSOCIATION, a group of thirty-five residential carpenter contractors, has merged with the Carpenter Contractors' Association of Detroit, a group of eighty-five firms engaged in commercial industrial, school and church carpenter work.

Lyle Eiserman, president of the greatly augmented Carpenter Contractors Asso-



LYLE EISERMAN and JOHN PERRONE

ciation, welcomed the residential contractors into full membership in the C.C.A.

John Perrone, former president of the Greater Detroit group, stated that the newly combined strength of the C.C.A. should attract many other employer firms regardless of the particular field of specialization. "If they employ carpenters they are welcome," he concluded.

Left: ROBERT D. MOSIER

Recognizing the importance of Michigan construction 4th Region Office of the Structural Clay Products Institute, Canton, Ohio, recently appointed Robert D. Mosier full time, exclusive Michigan Area Educational Manager

Mosier has had extensive technical and practical experience in the manufacture and application of all types of clay brick

used in construction. He is available to consult with architects and their staffs, throughout Michigan, individually or in staff and other group meetings

Prompt personal cooperation and literature are available (without cost) by telephoning area office headquarters in Detroit: KEnwood 4-0633 or address your requests to Robert D. Mosier, Area Manager, Structural Clay Products Institute 12870 Dolphin St., Detroit 23, Michigan.

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EMBASSY STEEL CONVECTOR ELEMENTS have been meeting with unusual favor by architects because of their quality and adaptability to all heating systems. The elements are engineered and

E. J. COVENEY, President of Bryant & Detwiler Co., Detroit, general builders, has been appointed chairman of the construction group of the Governor's Committee on Economic Development.

Coveney and his group plan to work out an evaluation of Detroit and Michigan construction that will tie in with the over-all program of attracting industry to Detroit.

Bryant & Detwiler were in charge of the construction of the newly completed Greyhound Terminal and Parking Garage in downtown Detroit near the Civic Center and across from the City-County Building, which they also built.

manufactured under rigid standards to make certain they will deliver high heating efficiency and will require no maintenance or service call backs.

The elements are constructed of steel tubing with steel fins bonded to the tube by mechanical expansion. The fins have die-formed collars to assure efficient fin and tube contact and even spacing throughout.

The headers are deep-drawn steel, welded to the tubing to assure leakproof operation. Each element is individually hydrostatically tested for this purpose with 120-130 lbs. of air pressure.

The elements are used on all heating systems, and are particularly suited to one pipe steam systems. On hot water systems, their larger tubes and low friction is an asset to the engineer.

The result of all the care, detailed construction and testing, puts a high quality element on the market which will not leak.

Further information on this steel convector element may be secured by contacting Michigan Representative, Stuart Davis & Company, 2300 North Woodward Avenue, Royal Oak, Michigan, or telephone LIncoln 8-0011.

JOHN F. HAMILTON, Penn Metal Company's Michigan Representative, reports that they have moved their offices to 18450 Livernois, Detroit 21. Penn's new telephone number is UNiversity 3-3340.

and the slim lines of the tubing adds to its sleek, modern effect.

Decro-vider is manufactured by Styline Products Co., 3361 La Cienega Place, Los Angeles 16, California.

Four Decro-Vider Designs Shown Below



DECRO-VIDER, a new decorative fiber-glas panel screen and room divider, has captured the hearts of decorators for its beauty and adaptability for indoor and outdoor uses. Made of polyester plastic reinforced with fiber-glas, the highly decorative quality of Decro-vider is truly enduring. Its translucent quality allows for the diffusion of light to adjacent areas. The panels are made in a variety of beautifully attractive designs, such as imbedded metallic gold and silver weaves, natural leaf and butterfly arrays, and other smart delicate silk screen hand prints. The overall effect is truly spectacular, creating an aura of sheer elegance to virtually ever decor. All colors are fast so that Decro-viders can be used indoors and outdoors, too. Square aluminum, spring type floor to ceiling tubing holds Decro-vider fast in any position, eliminating the necessity of permanent fastening to floors or ceilings. This complete flexibility and simple installation permits the home and store decorators to move Decro-viders about at will. These aluminum frames, finished in a choice of gold, silver or black, will not crack, ship, corrode or peel in any weather.

The Decro-vider 3' x 6' panels are framed so that the bottom is 6" above the floor and the top about 22" from the ceiling of an average height 96" to 106" room. Special framings for higher ceiling rooms are available. The square tubing permits Decro-viders to be set side by side or at angles with the appearance of continuity,

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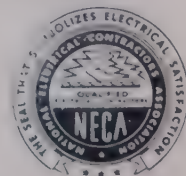
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"OUR NEW HEAT PUMP GIVES US YEAR-ROUND COMFORT CONDITIONING"—J. W. Albright, Triangle Electric Co.

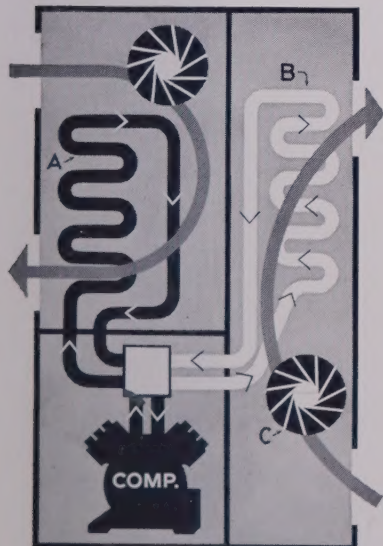
"Temperatures in our new addition don't vary two degrees summer or winter. Besides, our new heat pump is so automatic and quiet, we don't know it's there," says J. W. Albright, secretary-treasurer of Triangle Electric Co., Detroit electrical contractor.

When Triangle built an addition to its offices, year-round comfort conditioning was specified. To expand the old heating system and add air conditioning would have required extensive ductwork. This proved impractical and expensive.

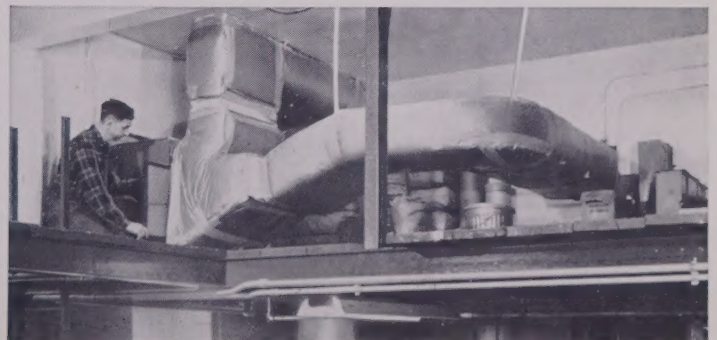
Installation of a heat pump solved the problem easily. The 2½-ton unit was placed on a balcony of the storage area

adjacent to the addition, which consists of an executive office and combination employee dining room and conference room. Year-round temperatures are maintained within two degrees regardless of heat load or outside weather conditions. Plus factors, according to Mr. Albright, are minimum maintenance costs, substantial space savings. Heating and cooling are combined in a single unit at less initial cost than separate systems.

See how a dependable heat pump can answer your heating and cooling problems. For information call WO 2-2100, Ext. 2223. Outside Metropolitan Detroit call your Edison office.



How the heat pump works—To heat: refrigerant passes through outdoor coil (A) and picks up heat from outside air which always has heat in it, even in winter. Warm refrigerant then passes to coil (B). Fan (C) circulates indoor air through this coil. Heated air returns indoors. In warm weather, cycle is automatically reversed and inside air is cooled.

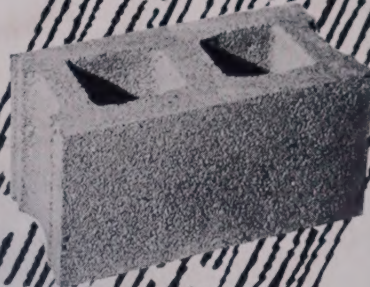
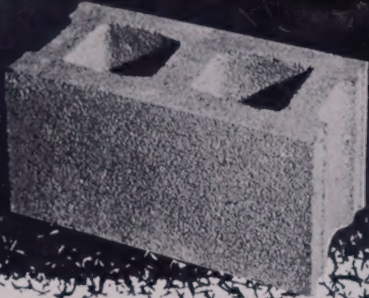


Remote installation of heat pump on balcony saves floor space.

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